

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Arts Center, One East Main Street, third floor, south Studios conference room, on Thursday, September 27, 2012.

Members Present:

Nancy Aposhian
Joe Cooper
Merlin Ellis
Lars Nielson, Jr.
Dr. Robbi D. Venditti
Peggy Wilson

Members Absent:

Vincent DiBella
Natascha Karadsheh
Wesley Ringle

Staff Present:

Cindy Ornstein
Rob Schultz
Dr. Tom Wilson
Jean Kaminski

Lars Nielson, Jr., Chair, called the meeting to order at 4:05 p.m.

Approval of Minutes

Lars Nielson, Jr., called for any corrections to the minutes of July 26. There being none, Dr. Robbi D. Venditti made a motion to approve the minutes as written, Peggy Wilson seconded the motion, and the Board members present unanimously approved the minutes from the July 26 meeting. Minutes are posted on the City's web page.

Introduction of New Board Members, Karina Wilhelm and Alyssa Yingling – Lars Nielson, Jr.

Karina Wilhelm has lived in Mesa over 1.7 years. She holds a BA in Art History and a Masters in Library Science. She recently started a full time position at ASU Library/Map Collections. Ms. Wilhelm loves the arts and is excited to be part of the Museum and Cultural Advisory Board.

Alyssa Yingling has lived in Mesa for 28 years. Her background is in Political Science and Religious Studies. She works at the Episcopal Diocese of Arizona. Ms. Yingling is a docent and guild volunteer at the Heard Museum; was a docent and auxiliary volunteer at Pueblo Grande Museum; served on the ASU Library Advisory Board; and has worked with Education Without Borders Conferences. She, too, is excited to be serving on the Museum and Cultural Advisory Board.

Public Comments: No members of the public were present.

Information and Discussion – Overview of Mesa Contemporary Arts Program – Patty Haberman

Patty Haberman is the Curator at Mesa Contemporary Arts (MCA), which opened this season on September 14 with five new exhibitions, four related to glass and Bob Carey's "Ballerina" exhibit. Ms. Haberman shared a Power Point presentation that included MCA's mission, staff, the five galleries, types of exhibitions, permanent collection, guided tours, current and upcoming exhibits for this fiscal year, the new "An American LEGOCy" touring exhibition, and Family Art Packs (See exhibit A).

Family Art Packs are sponsored by SRP. The Art Packs include activities designed to allow children accompanied by parents or caregivers to explore the exhibitions more deeply and contains activities and games linked to current exhibitions.

Ms. Haberman responded to a question regarding the Docent Selects exhibit once a year. Docents choose an item from the permanent collection to be in the exhibition. They then research the item, and because most of the artists are living, speak with the artist and create a document for the panel beside the work exhibited that explains why they chose that piece and what they learned about it. The docents also create a handout for patrons who are looking for more in depth information on a particular piece.

Discussion – Review Talking Points – Lars Nielson, Jr.

The Board received the FY12-13 Arts and Culture talking points in the Board packets to provide factual information to them when speaking with the public, government officials, friends and neighbors. There were no questions for staff. The documents will be updated, as needed, on an ongoing basis.

Discussion – Continue Reviewing Board Responsibilities and Duties – Lars Nielson, Jr.

The Board reviewed responsibilities and duties at the July meeting. Many of their original duties have disappeared, i.e., Community Aid Grants, Arts and Culture Grants and Public Art. Other than fees and charges, and approving the Creative Economy Fund grants, the Board's main duty is now advocacy.

Peggy Wilson asked about Public Art connected with Metro Light Rail. Cindy Ornstein responded that the Public Art piece at each station in Mesa is part of Metro Light Rail and not the responsibility of the City of Mesa; however, several Arts and

Culture staff participated on different panels that selected the artists for the Light Rail stations in Mesa. Ms. Ornstein also stated that most station designs are at 90% at this time with the exception of the Center Street Station. Ms. Ornstein said she will arrange for a representative from Light Rail to come and give the Board an update on the project and the Public Art pieces (they have presented to the Board twice before – once on Light Rail and once on the station designs).

Because of several mural projects happening in downtown Mesa, there have been several inquiries regarding Public Art recently. It may be time to discuss bringing the Public Art Program back.

Staff Reports

Arizona Museum for Youth – Rob Schultz for Sunnee O’Rork

- Participation for the “Extreme Pets!” exhibition and member visits were up by 22% over last year when the Museum had the “Peanuts” exhibition. Arizona Museum for Youth (AMY) Friends Board revenue is up 26%.
- “Show Me the Money!” opens to the public on Friday, September 28, with a VIP viewing and reception on Thursday, September 27, from 5 – 7 p.m. Board members are encouraged to stop in after the meeting.
- AMY hosted the Virginia Piper Charitable Trust staff for a site visit. The Piper staff were delighted by the work AMY is doing and thoroughly enjoyed their visit. The Virginia Piper Charitable Trust granted the Museum \$50,000 to enable Director Sunnee O’Rork to travel around the country visiting Children’s Museums and museums that have traveling exhibitions to assist AMY in planning for their Travelling Exhibition Business and the “Image for the Future” project. The travel proved fruitful in garnering new ideas; helping AMY in thinking about programming, how to present themselves, and what kind of museum they would like to be.
- Sunnee O’Rork and John Whiteman visited with Bob Booker, CEO of the Arizona Commission on the Arts, to thank the Commission in person for their support, which has come close to \$100,000 since 2007.
- The Museum will hire two Gallery Educator positions and one Visitor Service position and are in the final process for hiring a Museum Exhibition Technician to start the Traveling Exhibition business.
- Image for the Future marketing project has progressed to the final phase before the Museum will launch a new name, logo, and branding in late June 2013. Ms. O’Rork made a presentation to City Council in September and will share the presentation with the Museum and Cultural Advisory Board later this year.

Arizona Museum of Natural History – Dr. Tom Wilson

- Mesa Grande groundbreaking for the visitor’s center took place on September 4. Mesa Grande sits on six acres and the platform itself is about the size of a football field, is 27 feet high, and dates from around 1100 – 1450. Mesa Grande is one of the most important archeological sites on the south side of the river and has been City owned since the mid ‘80’s. The center and interpretive trail is scheduled to open in January 2013. On September 4, Mayor Smith, Councilmember Dave Richens, and other political leaders and dignitaries gathered to turn the soil to break the ground to begin construction of the visitor center. Construction is scheduled to be completed in 75 days. Operations will begin in January with a formal opening sometime in January or February.
- The Museum did the archeology work at Riverview, most recently at Riverview Park, and found dozens of prehistoric HoHoKam canals – some extending over 20 miles long to cut off the river going south to irrigate over 100,000 acres of crops in prehistoric times.
- The Museum has an exhibition documenting Mesa Grande on display right now, and there is in depth information on Mesa Grande on the Museum’s website on the archeology pages, see link below.
<http://www.arizonamuseumofnaturalhistory.org/exhibits/mesagrande.aspx>.
- The Museum hosted “Night with the Stars” on Saturday, September 22. Astronomy clubs from ASU attended with a talk from an ASU professor and telescopes on the roof for everyone to enjoy.
- On Friday, September 21, the Museum hosted “Homeschool Day.” The Museum does this popular event several times a year.

Dr. Robbi Venditti reminded Tom Wilson that he promised to bring some “eye candy” (fossils) with him. He promised he would at the next meeting.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- The Fire & Ice event on September 14 saw an estimated 10,000 plus on campus – the largest crowd ever; the Artist Cooperative Gallery had close to \$1,300 in sales; and MCA had 5,281 people come through the galleries. The success of the event is attributed to a number of things – good media coverage (marketing/advertising); interesting theme to the public; glass exhibitions were appealing; and the weather was cooperative.
- The Artist Cooperative opened their second year the first of September with 60 artists currently signed up with room for six more. Sales are 20% ahead of last year at this time. The Cooperative will hold their first celebration for members on Friday, September 28.

- MCA will hold Tutu Tuesday on October 2 and their annual 10 x 10 event on October 10. The 10 x 10 event is where artists in the community donate artworks that are 10 x 10. They go on sale at a reception held on October 10 from 6 – 8 p.m. Entry fee is \$10 per person and artwork sells for \$100 per piece. The proceeds benefit Mesa Contemporary Arts. Lines form early and it is first come first served.
- Annual Day of the Dead Festival is scheduled for Saturday, October 27, 10 a.m. – 5 p.m., and Sunday, October 28, noon – 5 p.m. – the event is free. There will be a Mercado, the Artist Cooperative will be open, there will be food and entertainment, sugar skulls, and other children's activities. MAC is partnering again this year with the Consul General of Mexico's Office in Phoenix (The Consul General will attend a reception on Thursday evening), Mesa Association of Hispanic Citizens, Friends of Mexican Art, and Latino Town Hall.

Director's Report – Cindy Ornstein

Performing Live is off to a great start – as of last week, ticket sales are up by \$100,000 over last year at this time. The first three shows were close to selling out. Earth Sounds with R. Carlos Nakai, a Mongolian throat singer, and an Australian didgeridoo player are performing Friday, September 28 (The didgeridoo player went into the schools and worked with the kids – he was a big hit); on Saturday, September 29, Pat Metheny Unity Band performs; and on Sunday, September 30, Australian Pink Floyd performs.

Randy Vogel and Mandy Buscas attended the Western Arts Alliance Conference and came back with a lot of initial plans for the 2013-2014 season. They met with marketing staff this morning and everyone is excited and feels next year will be an amazing season along with continued growth in education activities.

City Management was pleased with Fire & Ice and has asked Mesa Arts Center (MAC) staff to think about, and come back with, cost possibilities of doing more one-night festivals that coincide with Second Friday. MAC has several staff intensive festivals planned for the year, but are looking at one or two possible pilot festivals when there is not a current event planned. The events are very human resource intensive and difficult to do over-and-over again without additional staff.

With the addition of the Alliance Visual Arts Pavilion stage being constructed at the beginning of the arroyo on the north end of the Shadow Walk, one area being looked at is that north end. MAC also has a new catering company, Atlasta Catering, and there are plans to enter into conversations with them on what it might take to partner and introduce a pilot café event on Friday and Saturday nights to test how well that kind of environment would succeed. The weekend events would include music, a cash bar, and food. Plans to expand the paved plaza across the basin area on the north end of campus are also being discussed that would create a seamless space for gathering.

End of year statistics for attendance at MAC are 387,000 (up from 332,000 last year); the Department, as a whole, had over 610,000 visits for the year.

spark! Mesa Festival of Creativity is the name that was selected for the spring festival. Featured performers for spark! are Italy's Compagnia TOP, an interactive, visual immersive theatre experience for families; Australia's Erth – a petting zoo of giant dinosaur puppets; Pittsburgh, PA's Squonk Opera, the unique opera theater's new GO Roadshow; as well as interactive art and technology projects, creative inventions, art exhibitions, Building Bonanza, studio samplers, a giant 3D sidewalk chalk mural; musical performances that include night headliners; yarnbombing, and much more. If you know of anyone who is a knitter or likes to crochet, please let them know we are looking for people to create "yarn sleeves" for the trees at MAC. There is information on the MAC website that gives you some background on yarn bombing and information regarding dimensions, etc. <http://www.mesaartscenter.com/festival-event-concert-mesa-arizona.html?page=2>.

If anyone knows of a business who would be interested in being a sponsor for the festival, let Ms. Ornstein know. There are a number of ways students and artists can be involved with the festival, whether as a volunteer, helping with hands-on activities, or planning and/or creating something for the event, please let Ms. Ornstein know, if you know of someone who might be interested. The ultimate goal is to have groups from the community have ownership in the festival.

Artspace, located in MN and the largest non-profit developer for space for artists and arts organizations in the county, but have never done a project in AZ, are coming to Mesa in late October. MAC was able to acquire underwriting for a pre-feasibility study from JPMorgan Chase & Co. Artspace will be coming for a series of meetings to understand what the market needs are; site suitability; potential for funding and sustaining a project; local leadership for support; and potential for sustained community impact. This project would be another mechanism for putting Mesa on the map as supporting the life of a creative community. A public meeting for interested artists, property owners, developers and other interested parties will take place on October 24, from 6 – 7:30 a.m. That morning, from 10:45 a.m. – 11:30 a.m. there will be a meeting for arts-oriented businesses. On October 25 from 8:30 a.m. – 9:30 a.m., there will be a meeting focused on

property owners and developers; 10 a.m. – 11:00 a.m. will focus on banks, foundations, and funding partners; and from 12:30 p.m. – 2 p.m., the focus will be on artists and arts groups.

Ms. Ornstein stated that if any Board member knows an artist/arts groups/arts organizations/arts business owners or businesses that support the arts, to let them know they are welcome to attend the meetings where they would fall into that particular group. They are also welcome to attend the general public meeting, so they can have the opportunity to have a voice in the project.

MAC has been allocated money in the budget to bring in a consultant to do a Development Assessment for the Arts and Culture Department (development, as in fundraising). The Department will work with Arts Consulting Group. Prior to their visit, staff is gathering information needed for them to understand what our development process and materials are at present. Then Arts Consulting Group will come and meet with various constituents, staff, donors, development chairs and Board chairs from the support organizations that assist with fundraising; the focus will be on how to focus resources strategically to get the greatest possible support.

The three Arts and Culture Department venues are at different places in terms of development activity – AzMNH has no development staff whereas MAC has three staff members, but not nearly enough for the number of people, and AMY is somewhere in between the two. What we want the assessment to do is look at each organization and make strategic recommendations about prioritizing what we do looking several years ahead, and what it would take, resource-wise, to grow our development effort and what the return might be on that investment. Going beyond that, we want to look at how marketing and development can support each other and how we might share resources in our development efforts. Ms. Ornstein will continue to update the Board on this subject and share their recommendations.

Report on Conferences and/or meetings/Performances Attended: Board Members – Information only

Dr. Robbi Venditti reported that she attend the teacher education night in August. She particularly enjoyed one of the spoken word artists.

Peggy Wilson attended the Mesa Grande neighborhood meeting and learned a lot about the site. She also learned a lot attending the teacher education preview. She attended the Fire & Ice opening event, as well as Southwest Shakespeare's Love's Labour's Lost, and she is taking a portrait drawing class at MAC.

Nancy Aposhian took her 11-year old son to Fire & Ice, and from a child's perspective, he thought it was fabulous. They also visited the exhibits in MCA that evening and he took pictures of his favorite art pieces and loved the experience. She is hoping to bring him to National Geographic Live in October and heading to AMY's opening right after the meeting.

Cindy Ornstein added that for Tutu Tuesday, October 2, tutus were made by Donna Doiron, Membership Coordinator at Mesa Arts Center, for some of the sculptures along Main Street – be sure to watch for them.

Karina Wilhelm said she also brought her five year old and two-and-half year old to Fire & Ice – they loved it, but because of the crowds were not able to see everything.

Merlin Ellis added that his children particularly enjoyed the hula-hoop area. He added that he went to see Board member Wes Ringle play piano and sing at Monsterland last week, and said it was great fun.

The next scheduled meeting date is November 29, 2012, 4 p.m.

Note: November 29 is the fifth Thursday in November, but the meeting moved due to Thanksgiving Day on the fourth Thursday.

There being no further business, the meeting adjourned at 5:34 p.m.


Respectfully submitted,



Cindy Ornstein, Director
Arts and Culture Department

Exhibit A





Mesa Contemporary Arts Museum Staff

Patty Haberman, Curator
Staff since August 1997

Tiffany Fairall, Associate Curator
Staff since January 2006

Betty Florez, Administrative Assistant
Staff since May 2005

Colette Pecenka, Registrar / Education Coordinator (All Staff)
Staff since December 2009

Marco Albarran, Preparator (All Staff)
Staff since September 2012



FIVE-GALLERY VISUAL ARTS FACILITY

- Outdoor Sculpture Courtyard
- Lecture Hall
- Classroom
- Offices
- Collection Storage
- Storage/Workroom
- Clean & Hold Room
- Shipping & Receiving

TYPES OF EXHIBITIONS

- In-house curated
- Outside organized
- National Juried

Permanent Collection

Mesa Contemporary Arts exhibits and cares for contemporary works, traditional media and works on paper.




- Total number of acquisitions – 250 works representing 180 artists
- 148 2-D works (prints, drawings, photographs and paintings)
- 60 3-D works (clay, fiber, metal and wood)




GUIDED TOURS
Students experience artwork by emerging and internationally recognized visual artists demonstrating an array of contemporary themes through a variety of materials and concepts.

Cost: FREE

ARTIME
Complement your guided tour with a fun hands-on art making activity based on current exhibitions.

Cost: \$2.50/student

